

KGW(TV), KGWZ-LD
EEO PUBLIC FILE REPORT
10/01/10- 09/30/11¹

I. VACANCY LIST

See Master Recruitment Source List (MRSL) for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Account Executive	2-8, 10-11, 27, 33-44, 46-50	49
Facilities Coordinator	1-6, 10-11, 25, 30, 33-44, 46-51	51
News Producer	1-8, 10-11, 14, 22-23, 33-44, 46-50	8
News Reporter	1-8, 10-11, 14, 16, 19, 21-23, 33-44, 46-51	11
News Reporter	2-8, 10-11, 14, 16, 19, 21-23, 33-44, 46-51	51
Sports Reporter	1-8, 10, 14, 16, 23, 25, 33-44, 46-50	8
Internet Account Executive	2-6, 8-11, 31, 33-44, 46-51	8
Internet Account Executive	2-6, 8-11, 31, 33-44, 46-51	51
Dealer Support Specialist	1-11, 31, 33-44, 46-50	48
News Operations Manager	2-6, 8-11, 14, 16, 23, 31-44, 46-50	31
Broadcast Operator 2	2-6, 8, 11, 33-44, 46-50	49
Maintenance Technician	2-6, 8, 10-11, 30-31, 33-44, 46-50	10
National Sales Assistant	2-8, 10, 33-44, 46-50	10
News Photographer	2-8, 10-11, 14, 16, 22-23, 33-44, 46-51	51
News Reporter	2-6, 8, 17, 19-20, 23, 33-44, 46-50	49
News Photographer	2-8, 11, 14, 23, 33-44, 46-50	8
News Producer	2-8, 11, 21, 23, 33-44, 46-50	49
Promotion Producer/Editor	2-8, 10-11, 21-23, 33-44, 46-51	51
News Reporter	2-6, 8, 11, 33-44, 46-50	11
Director of Sales and Marketing	2-8, 11, 23, 33-44, 46-51	51
Internet Account Executive	2-8, 21, 32-44, 46-50	49
News Producer	2-8, 11-12, 14, 16, 19, 23, 33-44, 46-51	51
News Associate Producer	2-8, 11-12, 14, 19, 23, 33-44, 46-51	51
Internet Account Executive	2-6, 8, 10-11, 23, 28, 33-44, 46-50	49
News Anchor/Reporter	2-8, 11-12, 14, 16-17, 19, 21, 23, 32-44, 46-50	11
News Photographer	1-7, 11, 23, 33-44, 46-50	49
News Reporter	1-7, 11, 14, 21, 23, 33-44, 46-50	49
News Reporter	1-7, 11, 14, 21, 23, 33-44, 46-50	49

¹ This report provides recruitment data collected from September 29, 2010 through September 28, 2011. This report was revised in March 2012 to address minor reporting issues.

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting period
1	State of Oregon Employment Division Frank Granger 30 N Webster Street Suite E Portland, OR 97217 (503) 280-6056	N	3
2	Y.W.C.A Job Bank Eric Brown 1111 SW 10 th Avenue Portland, OR 97205 (503) 294-7400	N	0
3	Bureau of Indian Affairs Stanley Speaks 911 NE 11 th Avenue Portland, OR 97232-4169 (503) 231-6702	N	0
4	Urban League of Portland Employment Department Warren Fluker 10 N. Russell Portland, OR 97227 (503) 280-2600	N	0
5	NAB Education Foundation Michelle Duke 1771 N Street NW Washington DC 20036 (202) 429-5361	N	0
6	Oregon Commission for Black Affairs Lucy Baker 1819 SW 5 th Ave #313 Portland, Oregon 97201 (503) 731-4002	N	0
7	Oregon Association of Broadcasters Bill Johnstone 7150 SW Hampton #240 Portland, OR 97223 (503) 443-2299 www.theoab.org	N	0
8	Station website: Kgw.com 1501 SW Jefferson St Portland, OR 97201 (503) 226-5000	N	16

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9	Oregonian Newspaper Deborah Hartman 1320 SW Broadway Portland, OR 97201 (503) 221-8466	N	1
10	Portland.Craigslist.com Craig Newmark PO Box 225159 San Francisco, CA 94122 5159 (800) 664-0633	N	11
11	TVJobs.com Mark Holloway P.O. Box 4116 Occanside, CA 92052 (800) 374 -0119	N	16
12	The National Association of Hispanic Journalists Kevin Olivas 1000 National Press Building 529 14 th St., NW Washington, DC 20045-2001 (202) 662-7145	N	0
13	Asian American Journalists Assn. Kathy Chow 5 Third Street Suite 1108San Francisco, CA 94103 (415) 346-2051	N	0
14	MediaLine Mark Shilstone Box 51909 Pacific Grove, CA 93950 (800) 237-8073 medialine@medialine.com	N	0
15	California Chicano News Media Association Julio Moran 727 W 27 th Street, Room 201 Los Angeles, CA 90089 (213) 821-0075	N	0
16	Radio Television News Directors Association Carol Knopes 529 14 th Street, NW, Suite 425 Washington DC 20045 (202) 659.6510	N	0
17	National Association of Black Journalists Maurice Foster 1100 Knight Hall, Suite 3100 College Park, Maryland 20742 (301) 405-0248	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting period
18	TVSpy MediaBistro 475 Park Avenue South, 4 th Floor New York, NY 10016 (212) 389-2000 www.mediabistro.com	N	0
19	Jourlismnext.com Eric Wee (703) 629-0178	N	0
20	Frank Magid and Associates (news consultant) Alan Oldfield One Research Center Marion, Iowa 52302 (319) 377-7345	N	3
21	Media-Match.com 8112 ½ West 3 rd St Los Angeles CA 90048 323 284 5589 www.media-match.com	N	0
22	Productionhub.com 1809 E. Winter Park Road Orlando FL 803 (877) 629.4122	N	0
23	Lostremote.com Cory Bergman Seattle WA	N	0
24	Creativehotlist.com Patrick S. Coyne 110 Constitution Ave Menlo Park CA 94025 (650) 815-4290	N	0
25	The Art Institute of Portland 1122 NW Davis Street Portland, OR 97209 (503) 228-6528	N	0
26	Promaxbda.org Jessica Henning 1522e Cloverfield Blvd Santa Monica, CA 90404 (310) 788.7600	N	0
27	Spots N Dots 1635 Old Highway 41 NW Suite 112-338 Kennesaw, GA 30152 (888) 884-2630	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting period
28	TVB.org Tiphany Jones 3 East 54 th Street 10 th Floor New York, NY 10022 (212) 486-1111	N	0
29	Linkedin Corporation 2029 Stierlin Court Mountain View, CA 94043 www.linkedin.com	N	0
30	Society of Broadcast Engineers Scott Jones 9102 North Meridian Street, Suite 150 Indianapolis, IN 46260 (317) 846-9000	N	0
31	Customer Service Jobdango.com 2719 SW Kelly Ave Portland OR 97201 (503) 256-4446	N	4
32	Customer Service Indeed.com 177 Broad St, 6 th Floor Stamford CT 060901	N	2
33	University of Washington Center for Career Services Job Placement Coordinator 134 Mary Gates Hall Box 352810 Seattle WA 98195 (206) 543 0535	N	0
34	Washington State University Murrow School of Communications Glenn Johnson PO Box 642520 Pullman WA 99164 (509) 335 1556	N	0
35	University of Oregon School of Journalism and Communications Bill Morrill Career Services Coordinator 1275 University of Oregon Eugene OR 97403 541-346-2171	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over Reporting period
36	Hispanic Metropolitan Chamber of Commerce MaryAnn Potter 333 SW 5 th Ave Suite 100 Portland OR 97207 (503) 222 0280	N	0
37	ITT Technical Institute Rita Ogbeama 9500 NE Cascades Parkway Portland OR 97220 (503) 255 6500	Y	0
38	Mt Hood Community College Career Planning and Counseling Center Room 1152 26000 SE Stark St. Gresham OR 97030 (503) 491 7432 mhccareer@mhcc.edu	N	0
39	Portland Community College Student Employment Services – SSB 104 DeAnne Hardy PO Box 19000 Portland OR 97280-0990 Fax (503) 978 5030	N	0
40	African American Chamber of Commerce Roy Jay 4300 NE Fremont #220 Columbia Plaza Building Portland OR 97213 (503) 244-5794	N	0
41	Goodwill Industries of the Columbia Willamette Cheri Folk 1943 SE Sixth Ave Portland OR 97124 (503) 238 6186	N	0
42	National Association for Multi Ethnicity in Communications Kathy Johnson 320 W 37 th St 8 th Floor New York NY 10018 212 594 5985	N	0

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43	Oregon Association of Minority Entrepreneurs Jorge Guerra 4134 N Vancouver #100 Portland OR 97217 503 249 7744	N	0
44	Vancouver Chamber of Commerce Teresa Lawwill 1101 Broadway Suite 100 Vancouver WA 98660 (360) 694 2588	N	0
45	Washington Association of Broadcasters Char Myers 724 Columbia St NW, Suite 310 Olympia WA 98501 (360) 705-0774	N	0
46	Bates Technical College Shirley Miller 1101 S Yakima Ave #M212E Tacoma WA 98405	N	0
47	Portland State University Career Center Terri Bennett PO Box 751 Portland OR 97207	N	0
48	Oregon State University Career Center B0008 Kerr Administration Building Corvallis, OR 97331 (541) 737-4085	N	1
49	Word-of-Mouth Referral	N	39
50	Internal Posting	N	21
51	Internal Transfer/Promotion	N	7
TOTAL INTERVIEWEES OVER REPORTING PERIOD:			124

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Host Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On November 16, 2010, our station hosted a high school senior from David Douglas High School as a job shadow. The student experienced and learned about working in television by observing and assisting our news department.
2	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On January 14, 2011, the station participated in a mock interview program at David Douglas High School. Our Human Resources Director interviewed high school juniors and seniors and spoke with interested students about careers in broadcasting.
3	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On February 17, 2011, the station participated in journalism class at Washington State University. Our General Manager spoke via Skype about the television business and career opportunities in broadcasting.
4	Participate in Job Fair	On February 16, 2011, the station participated in the Portland State University Career Information day and job fair. Station participants included our Human Resources Director.
5	Host Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On March 23, 2011, the station hosted a High School Senior from Clackamas County Young Leaders Project for a job shadow. The student, who was interested in pursuing a career in experienced and learned about working in television by observing and assisting our news department.
6	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On March 24, 2011, the station participated in an informational tour for a Portland State University Communications major. Station participants included our Executive Administrative Assistant to the General Manager.

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
7	Participate in Job Fair	On April 1, 2011, the station participated in the First Avenue Career and Graduate School job fair on April 1, 2011 at University of Portland. The job fair was attended by students from nine local universities in the Portland Oregon metropolitan area. Station participants included our Human Resources Director.
8	Host Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On April 15, 2011, the station hosted a high school senior from West Linn High School for a job shadow. The student experienced and learned about working in television by observing and assisting our news department.
9	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On April 4, 2011, the station participated in journalism class at University of Idaho, School of Journalism and Mass Media. Our news director spoke to students about the journalism field and career opportunities in broadcasting.
10	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On April 4, 2011, the station participated in the Murrow Career Day at Washington State University's College of Communication. Station participant included our General Manager and News Director, who participated on panels and interacted with student attendees.
11	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On April 7, 2011, the station participated in a journalism seminar at University of Oregon. Station participants included our Assistant News Director and Internet Site Manager, who discussed careers in broadcasting with junior and senior journalism students.
12	Host Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On April 11, 2011, our News Director met with a journalism student from University of Montana as part of an informational interview to discuss career opportunities in broadcasting.
13	Participate in Job Fair	On April 13, 2011, the station participated in the Clark College, Cascade Campus Career Days 2011 job fair. Station participants included our Human Resources Director.

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	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
14	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On April 14, 2011, the station participated in Mock Interviews at Beaverton High School. Our Human Resources Director interviewed high school juniors and spoke with interested students about careers in broadcasting.
15	Participate in Job Fair	On April 26, 2011, the station participated in the Portland Community College, Cascade Campus Cascade job fair for students and community members. Station participants included Human Resources Director.
16	Host Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On May 5, 2011, our station hosted four journalism students from BYU in Idaho for a job shadow. Station participants included our Executive News Director, who involved the students in the daily newsgathering process.
17	Participate in Event/Program Sponsored By or On Behalf of an Educational Institution Related to Career Opportunities in Broadcasting	On July 8, 2011, the station hosted 9 th grade students from the Summer Youth Connect program sponsored by the Portland Mayor's office for station tours. Station participants included our Human Resources Director and other staff members, who informed participants about the workings of a television station and about careers in broadcasting.